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L I S T

OCTOBER, 1949



RUSSWARD  
Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

# LADY GENEVA (Patented)

If you go in for violets in a big way, you'll want to be one of the first to own this lovely variety. Introduced by a large grower on the West Coast only about six weeks ago, it has caught on like wild fire. Deep blue flower edged with pure white border. Foliage tapered, olive green.

**\$3.00**

DON'T MISS OUR COLLECTORS OFFERS  
ON BACK PAGE

**\*Blue Butterfly**—These are magnificent plants. Spread of at least 12 inches. Lovely slender flower petals, medium pale blue. Tapered medium green leaves ----- \$2.00

\***Blue Velvet**—Featured on cover of Violet Magazine last year. Dark slick green, heavy quilting on leaves, rose-tinted reverse. Flower fine medium blue \$2.00

**\*Blue Eyes**—A most satisfactory light blue. Light green leaves turn quite dark and slick with age of plant \$1.75

**Brown's Dot**—Named for small white marking at base of ovate, pale green leaf. Dot characteristic intensifies with age of plant. Unusual fine quilting pattern makes this variety well worth while. Rich, bright blue flower \$2.00

**\*Double Orchid**—Price reduction this month. Was \$2.25, now \$2.00

**Double Duchess Amazon**—Just what it says. Heavy, hairy foliage with mammoth double blue flower.... **\$2.00**

**Jade**—This is the kind of fine variety that takes prizes at shows. Good bloomer (medium blue). Unusual fine, rich green foliage \$2.00

\***Kewensis**—At least four people took me seriously last month when I said this might winter outside in northern Montana. Will get my tongue out of my cheek and say that of all the saintpaulia varieties, this comes the closest to being what you'd call "hardy". It will stand a phenomenal amount of rough handling and will propagate very quickly. Pretty, too. Excellent as gift for someone who knows literally nothing about violets \$1.75

# NEWS LETTER

OCTOBER, 1949



**RUSSWARD**  
**Saintpaulia Growers**

629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

October, 1949

Dear Friends:

Before I forget it, the African Violet Society has lost a member—a gentleman by the name of Harold F. Thompson, last address 26680 Evergreen Rd., Birmingham, Michigan. It seems he has some copies of the Society magazine coming to him and the editor wants to deliver. If anyone knows of his whereabouts, please drop a card to Alma Wright, 4030 McCalla Ave., Knoxville 15, Tenn.

Incidentally, if you have a hankering to join up, send \$3.00 for year's dues to Warren Gottshall, Box 901, Alexandria, Virginia. The magazine, issued quarterly, is included for the three bucks and is just about the best bargain you'll find anywhere.



The best insurance against bugs and blights is a vigilant eye and a handy spray gun. Especially the former. Trouble caught in time is only a minor annoyance. If undetected for two or three weeks, it can be disastrous to your whole collection. Spray materials and/or sodium selenate, while you might not use them but once or twice a year, should be available at a moment's notice on a high shelf somewhere in the house.

Not being the up-and'-at-'em type, we don't advocate a rigorous schedule of plant care. We like to see people get the greatest amount of enjoyment from their violet collections with the least amount of work. If your plants are healthy and insect-free, why fret and fume? The smart collector will catch any possible insect infestations by treating new incoming plants. NEVER put new plants, no matter where they come from (even Russward) with your collection for at least a month.

Spray these new plants three times, once when they come into your house, again in two weeks, and the last time another two weeks later just before you move them in with the others. An extra month (and two more sprayings) wouldn't hurt. If you wish to substitute sodium selenate treatment, this is the time to do it. (See below)

Care in this initial treatment of new plants is extremely important. It doesn't take an Einstein to figure that it's easier to treat two or three new plants than to treat a whole collection, particularly if it runs over a dozen plants. And if you have many fine specimen plants it's right next door to suicide not to take these precautions.

Now to scold you a little. For goodness' sake, don't make the mistake of under-valueing your prize plants. Stock that you buy through the mail is primarily intended for growing on. The care in feeding, blooming, spacing and grooming these plants increases their value as much as ten fold. Don't let the good-natured kidding of relatives and friends beguile you into thinking of your collection as "my ol' violets". A collection of Saint-paulias, tended by skillful and loving hands, is not to be apologized for. On the contrary, it is a possession of ever-increasing value.

To get back to the subject. Your plant-ailment equipment should include, first, a spray gun and a good spray. We have used nicotine sulphate in the past and, although it does a wonderful job on aphids (which you'll probably never get anyway) it burns the flowers if used in sufficient strength to do a good job. Also, it is a deadly poison. NNOR, on the other hand, is an excellent rotenone spray which has the added benefit of leaving a nice glossy look to the foliage. We have the 6-oz. size of this for \$1.00. Can be used in heavy dilutions without damage. Caution: mix a new batch for each spraying. Kills red spider, mealy bugs, and thrips. Will discourage mite but won't clear up a heavy infestation.

A word about spraying technique. DO A THOROUGH JOB. Some people prefer to dip the plant in the spray solution, which works out all right if you have a sufficiently large container. But it is extremely important, if you are spraying at all, to reach every leaf, top and bottom, and the flowers and stems. Let the plant dry thoroughly before placing it back in the sun again.

Many collectors spray or dip plants regularly as a cleaning as well as an insect-killing chore. There is no doubt that the plants respond beautifully to such treatment.

If you have springtails, try watering the plant with a spray solution. If you dip pot and all, that will take care of them, too.

Sodium Selenate. I welcome this opportunity to clear up some mistaken ideas about this insecticide—if that's what you call it. As most of you know, sodium selenate is watered in, is absorbed and carried up into the plant by the roots. If the plant is so weakened by parasitic insects that the motion from root to leaf is greatly re-

tarded, the effectiveness of sodium selenate is proportionately reduced. Also, selenation itself represents a considerable shock under the very best of conditions. It will usually finish off a plant already half-gone. The time to use sodium selenate is WHILE THE PLANT IS HEALTHY, NOT after the bugs have done their worst with it.

If it is impractical for you to spray your collection, and the poisonous aspects of sodium selenate don't alarm you (wouldn't try it if you have small children who might get into the dirt in your flower pots) treat as follows:  $\frac{1}{4}$  level lump-free teaspoon of pure sodium selenate powder to 1 gallon of water. Glass jug is good for this. Mix thoroughly. Treat plants at rate of  $\frac{1}{4}$  cup to 4-inch pot. Important: DO NOT TREAT DRY PLANTS. Water the day before treatment. Also do not use on old plants. Now this is poison, remember. For Pete's sake, don't leave it out on the kitchen table. If you don't find this in small quantities at your local seed store, we have small vials of it at \$1.00.

Soil sterilization is always something of a problem. Baking and steaming often tend to remove the "live", springy quality and leave your potting dirt as thick and gooey as clay. We happened on an arrangement for soil fumigation which circumvents this problem nicely. Capsules of ethylene dibromide which burst in the moist soil and make short business of nematodes. Each capsule treats about of square foot of potting soil. The only catch is that you ought to wait two weeks before you use the soil after treatment. We have these with complete instructions for using at \$1.00 per 25 capsules.

If you live in a very humid climate and lose many plants from crown rot, it isn't a bad idea to keep a good supply of vermiculite (box 7 x 7 x 14, 75c) on hand for quick re-rooting. The chief advantage of vermiculite over sand is that it is sterile, making it ideal for use with already sick plants. Roots will form a little sooner with vermiculite than with sand. Don't be too reluctant about re-rooting plants. We've run across more and more collectors who resort to "surgery" when their plants are suffering from obscure ailments. They report excellent results. If you can't seem to find time to pot them up again after the roots have formed in the vermiculite that's all right, too. Just remember to feed them with Hyponex water or weak manure tea (here we are again) occasionally.

Lady in here the other day said she'd written Arthur Godfrey about the tea bags but hadn't heard from him yet.

Yours,

*"Russ"*

Moire—This variety and the new Lady Geneva blaze the trail of flower variegation. Flower dark blue with streaks of slightly paler blue from center to edge of petal. Beautiful effect. Pale green foliage darkens with age of plant ..... \$2.00

Old Lace—Everybody who visits the greenhouse here always winds up buying a "Lace". Rather dwarf. Mature plants measure only about 8 inches across. Very deeply scalloped leaves, Blue Girl flower ..... \$2.00

\*Purple Beauty—We're happy to be able to offer this one again. Dark purple with slight rosy tinge. Glossy, quilted leaves with red reverse. Some spooning. One of our most popular varieties \$1.75

\*Rose Purple—This resembles Norseman a good deal. Same medium blue flower, same foliage, but much larger plant. Flowers the size of half-dollar ..... \$2.00

Ruffles—Oh, shoot, I've run out of adjectives. If you've seen it, you'll want it. Best for foliage. Medium blue flower ..... \$2.00

\*Starlight (Waterlily)—Have been so busy talking this plant down so you won't expect a "water-lily" that I've failed to give it its' fair amount of praise. The color (very dull green) of the foliage makes it a very outstanding plant. It has absolutely no relation—in appearance, anyway—to this White Waterlily thing. Medium to pale blue flowers in profusion. Good big plants ..... \$2.25

\*Thirty-Two — Or S-32—Neptune-type spooned foliage. Flower about the shade of Lavender Lady. Excellent plant for show purposes ..... \$1.75

\*Tinted Lady—Palest of the blues. Dark green, tapered foliage. Extremely popular ..... \$2.00

Von Deitrich—Another gorgeous plant most outstanding for its foliage. Sharply tapered leaves, distinct veining. Medium blue flower ..... \$2.00

### THE DUPONT HYBRIDS

These are so high-brow you can hardly smell the dirt in the pots. Multiple-crown mostly.

No. 1 (darkest blue) .....	\$2.50
No. 2 (lightest blue) .....	\$2.50
DuPont Silver Pink .....	\$2.50

The Three for \$6.50

## STANDARD VARIETIES

Don't neglect to look over this list. You might miss some good values.

**\$1.25**

* Blue Bird	* Pink Beauty (Pat'd)
* Blue Boy	* Blue Girl (Pat'd)
* Blush Maid	* Sapphire
* Sailor Boy	Viking
	White Lady (Pat'd)

**\$1.50 ea.**

Amethyst (blue)	* Lavender Lady
* Heavenly Blue	* Myrtle
Ionantha	* Norseman
* Neptune	* West Coast Amethyst

\*Orchid Beauty

**\$1.75 ea.**

* Red Head	* Red Girl
* Azure Glory	* Bi-Color
* Double Duchess	Frieda
* Dupont Lavender Pink	Mrs. Boles
	* Redland

All plants marked (\*) in bloom.

## SPECIAL COLLECTORS OFFER

The following \$2.00 varieties:

Tinted Lady  
Blue Velvet  
Blue Butterfly  
Von Deitrich  
Moire  
Old Lace

**Any Three for \$5.25**

The following \$1.75 varieties:

Red Girl  
Kewensis  
Blue Eyes  
Thirty-Two  
Bi-Color  
Double Duchess

**Any Three for \$4.50**

**Special!** This month only. Mentor Boy, dark purple favorite, quilted foliage. Strong grower. Fine large plants. Not too late to groom these for Christmas giving.

**2 For \$2.25**

**Shipping Information:** Plants shipped in 2½ inch pots in which they are grown. We believe there is less set-back with this method. Cultural instructions included. List price includes packing and mailing cost. ORDERS OVER \$5.00 SENT SPECIAL DELIVERY. We absolutely guarantee your order to arrive in good shape. If you have never ordered from us before, we invite you to ask someone who has. We are proud of the good name we have established with satisfied customers all over the country.